From: Morning Consult
To: lmartin@bakersfieldpd.us
Subject: Our Best Intel: How Markets Might React to a Trump Loss, CBD"s Branding Hurdle, Central Divisions in the Abortion Debate, and more
Date: Saturday, June 22, 2019 7:31:47 AM

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ECONOMIC INTELLIGENCE

President Trump paints a bleak picture of the economy and stock market if he loses the presidential election in 2020. History suggests a far more subdued outcome. Markets usually only move a point or two in response to a presidential election, according to a Morning Consult analysis of the S&P 500.

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BRAND INTELLIGENCE

32%

of 18-29 year-olds have sampled a CBD product. CBD has been touted as a miracle product, marketed to cure everything from anxiety to acne and sleep deprivation to menstrual cramps. But **the hemp derivative suffers from a bit of a misconception issue**, according to new Morning Consult polling.

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COMING NEXT WEEK

Next week, Morning Consult is releasing a comprehensive new study on Generation Z. The report digs into their values, habits, aspirations, politics, and concerns, offering a detailed overview of the ideas that are shaping Gen Z adults, and the ways they differ from the generations that came before them.

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BRAND SPOTLIGHT

96%	80%	6%
Brand ID	Favorability	Unfavorability

Morning Consult recently released a ranking of the Most Loved Brands among Gen Z adults. Most of the brands with standout ratings among Gen Z have a natural appeal to younger consumers. YouTube and BuzzFeed, both of which overperform with Gen Z, are squarely aimed at reaching that demographic.

One somewhat more surprising standout is Oreo, **ranked 5th overall in our Gen Z Most Loved Brands ranking**. It may not be surprising that Gen Z likes Oreos, but it is notable is the degree to which Gen Z adults rate Oreo over other generations.

Oreo's index score - which combines favorability, trust, community impact, and Net Promoter Score - is 258.9 for Gen Z. That's 30 points higher than all adults.

One driving force of Oreo's success appears to be word of mouth. Among Gen Z, Oreo has a Net Promoter Score of 63, which looks at the share of consumers who say they are willing to recommend a brand. Among all adults, it's 49 - meaning Gen Z is notably more likely to tell their friends and family about how much they like Oreos.

GET MORE DATA ON OREO

POLITICAL INTELLIGENCE

%

38

of U.S. adults believe life begins at conception, shaping how views on legislation are formed. As lawmakers across nearly a dozen Republican-led states double down on passing the most restrictive bans on abortion in almost 50 years, new polling reveals that the politicized debate is rooted in clashing viewpoints about the status and rights of a fetus at different stages of pregnancy.

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POLITICAL INTELLIGENCE

Days after President Trump said he would probably **accept information on Democratic presidential candidates offered by foreign governments**, a new Morning Consult/POLITICO poll finds most voters are not on board with candidates' participating in that type of political interference.

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ENTERTAINMENT INTELLIGENCE

60

Among the different Batmans, Christian Bale and Michael Keaton were the most favored actors with a net favorability of 60 points and 59 points, respectively. Ben Affleck's portrayal had the lowest net favorability at 18 points.

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OTHER NUMBERS TO KNOW

18

The U.S. women's national soccer team won its first three world cup games 18-0.Read

42%

Forty-two percent of voters support the idea of facial recognition technology, a 7-point drop from the 49 percent who supported it in an August 2018 survey.Read

13.6m

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